Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

62.17
1923
Indexed
LIBRARY
RECEIVED
SEP 11 1923
U.S. Department of Agriculture.

GOLDEN RING ORANGE

(COPYRIGHTED)

Propagated Only By

Lake Garfield Nurseries Co.

Citrus Trees Exclusively

Home Office
Bartow, Florida

Tampa Office
316 Madison, St.

There Has Never Been a Dry Golden Ring
Orange Cut Yet And They Do Not Drop

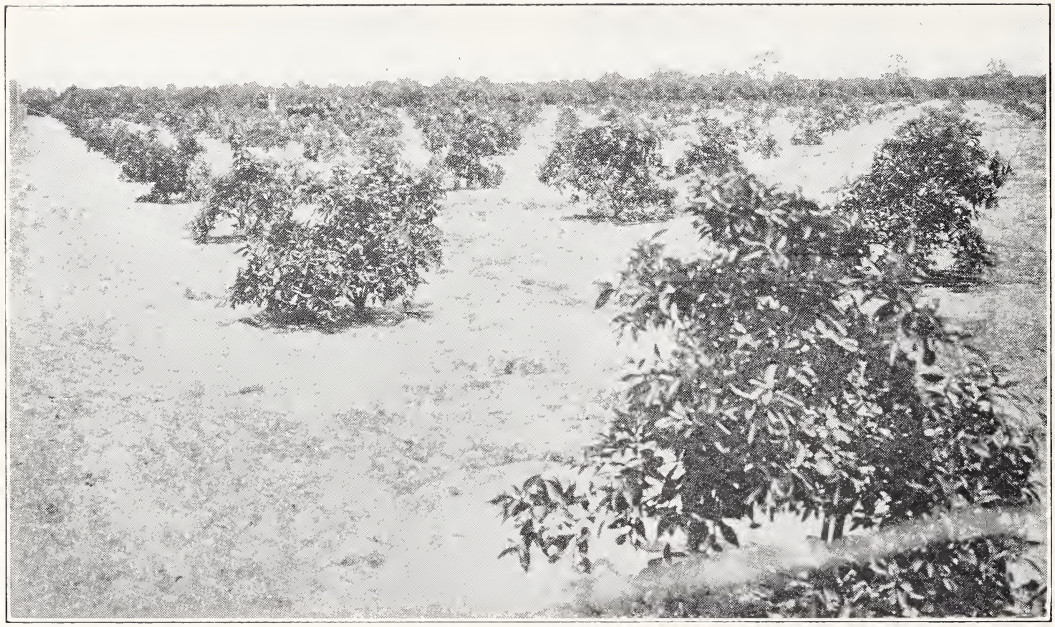
The Ring Protects Against ANY Substitution in the Markets

History

LIKE many great men of history, not very much is known of the ancestry and origin of the GOLDEN RING ORANGE, but the following is the best account we are able to give:

A number of years ago a Mr. Lyle of Bartow received from the Department of Agriculture at Washington an orange tree, presumably a cross pollination made by the Department, for experiment and trial, but they have no record of the tree or how it was produced. Judging from its quality, we are lead to believe that its ancestors must belong to the royalty of some country or countries. In America however, greatness has often arisen from places of low estate, and it is possible that the peculiar qualities of two oranges little thought of would in combination have produced the Golden Ring. The tree was planted on a place somewhere between Bartow and Homeland. What became of this original tree no one is able to tell. It was lost track of when the owner of the property moved away and the cattle took possession; possibly it was burned by a forest fire or destroyed some other way. But, the orange was not lost, as three trees in one grove and one in another had been budded from the parent tree. The one stands in its original place bearing fruit every year, the other three had to be removed two years ago to protect the budwood rights and are not yet back in bearing, but they had been under observation for a number of years prior to their removal and the fruit was uniform on all.

Some ten or twelve years ago Mr. Vet. L. Brown, now Vice President and General Manager of the Lake Garfield Nurseries Co., in company with the late Mr. R. C. Hatton and the owner of the grove in which the one tree was planted, came across the tree and their attention was drawn to the earliness and very red color of the fruit. Mr. Brown kept his eye on this tree visiting it at intervals until about six or seven years ago the fruit became much talked of in the neighborhood where the trees are located. Instead of beginning the propagation at once as was urged by many, the trees were purchased and their performance watched for about five years, during which time it has been thoroughly tested out by shipment to New York and Washington. In fact, the name "Golden Ring" was suggested by a member of the Bureau of Citrus Investigations. Time has proved that it is the orange for which Florida has long been seeking, viz: an early orange of excellent quality that colors well and does not dry up. The season 1922-23 was the first time the trees were offered to the public and although there was quite a large supply and there was no extensive advertising campaign, the supply was sold out before they were ready to ship, mostly to people who had seen the orange or heard of it through friends.



Two and one half year old Golden Ring Orange grove.

A Round Orange *of* Distinctive Type

The GOLDEN RING Orange is round, not differing from other oranges in that respect, but when once seen it will not be mistaken for any other variety, due to its color, the ring, aroma and general appearance. We are often asked if it is like the Tangerine, the Navel, etc. Being a round orange it of course is not like the tangerine and is not to be confused with the Navel in any way. It is in a class all its own but at the same time will go on the market as a round orange, the appearance will sell it and the quality will bring the customer back for more.

Season Early

It is ready for market at the same season of the Parson Brown—October and November. As a rule it is well colored in October, but sometimes under unusual circumstances does not reach its full color until November. It is of course a well known fact to citrus growers that both oranges and grapefruit color up later when we have warm weather in the fall instead of the usual cool weather. The Golden Ring may be counted upon as ready for market four to eight weeks ahead of the Seedlings and Pineapples.

An Individual Golden Ring Tree two and one half years from setting.

Trees are Thrifty Growers

As shown by the picture above the tree is symmetrical in shape and a healthy, thrifty grower. It differs from other trees slightly in that the leaves are more pointed and generally slightly cupped. The foliage is beautiful, the wood is tough and capable of withstanding very large crops of fruit.

The GOLDEN RING *is* THE COMING ORANGE *of* FLORIDA

It Fills a Long Felt Want and The Fruit Will Sell on Sight

Color

It is a well known fact that the color of an orange is a strong point in selling it for we all like to buy fruit of any kind that has a high color. The picture shows the color of the Golden Ring Orange as near as possible with printer's ink. It is about the same as a well colored tangerine, both outside and inside and the only orange that is well colored in October and November.

Quality

As stated elsewhere the appearance of an article sells it the first time, but the quality is what brings the repeat orders. The meat of the Golden Ring literally melts in one's mouth. There is but little rag and to make a long story short the flavor is summed up quite well in a remark a man made when he had eaten one, which was: "It tastes like an orange did to me when I was a little boy." We all well remember how different things tasted when we were childern. Could he have been more complimentary?

Most Luscious Meat

Beautiful in Appearance

The RING

Nature in her wisdom has placed a seal of protection on the Golden Ring Orange, each one bearing a distinct ring about three-fourths to one inch in diameter around the blossom end. The ring is a slight indenture in the surface of the skin but not visible on the inside. This means that the consumer purchaser of this variety of fruit will always know what to look for the next time, and substitution will be impossible.

Very Attractive

Attention is especially called to the fact that the pictures used in this folder are made form actual photographs and are as near like the average of the fruit as it is possible to make them. The idea is to convey to the grower an actual insight as to what this orange really is, and the real thing is attractive enough.

A Long Keeper

A fruit may be beautiful to look upon and most delicious in quality, but commercially much depends upon its shipping qualities. This is one of the points especially investigated and the Golden Ring was found to be the longest keeper of any of the oranges, having been kept in both Washington and New York from six to eight weeks without decay. This makes it especially desirable not only for domestic trade but for export as well.

Branch of one of the first budded trees

Prolific Bearer

Years of observation have proved that the trees are prolific bearers year after year, producing large and uniform crops, and do not belong to the "off again, on again" class. Being an early fruit, it is of course much more prolific than the late varieties, the tree having time to recuperate between crops.

Popular Sizes

The Golden Ring runs mostly 176's and 200's in size with of course a few larger and few smaller, but these two sizes prevail and as is well known are the two most popular sizes in the markets. Variety, however, does not control sizes altogether and fertilizers and weather conditions may vary the size of this fruit as with other varieties.

No Splits or Drops

Some varieties of oranges are bad about splitting in the fall of the year. This is not the case with the Golden Ring nor has it ever been known to drop within any reasonable length of time after fully ripe, unless injured from some external cause.

Holds the Juice

While an early orange and ripe in October and November, it is a remarkable fact that it holds the juice all through the winter and is in good shipping condition up to March 1st. This year the last fruit from the oldest tree was cut on March 10th and was juicy and nice. In the latter part of March one orange was found on a two and a half year old tree and even though the skin at this time had dried it was still hanging and full of juice.

A box of Golden Rings

Aroma

In one of the New York tests the merchant in charge called attention to the very pleasing aroma emitted from these oranges, stating that it was a very advantageous quality, and every morning when they would open the office where the fruit was kept that it was very noticeable.

What it Means to Growers

Owing to the demand for early oranges a good many growers have planted Parson Browns, knowing that its only redeeming feature was being early, that it does not color well and dries up quickly after maturity. In spite of its recognized shortcomings there would be a very good demand for Parson Browns, in the absence of something better, if it were not that so much unripe fruit of other varieties is shipped under the name of Parson Brown, and the consumer cannot tell the difference until it is too late. The ring on the Golden Ring Orange will prevent any such substitution and there will be the biggest demand that there has ever been for any orange. The natural desirability of an early orange from the growers standpoint is too well known to mention.

Trees Sold Under Special Contract Only

The Lake Garfield Nurseries Co. controls the budwood and sales rights exclusively. The name GOLDEN RING ORANGE is copyrighted and the sale, barter or gift of trees or budwood of this variety by anyone else is a violation of the law. The absolute control of this right is a protection not only to the Company but to those who purchase the trees as well, for without this control owing to the big demand many trees would be sold by unscrupulous parties under the name that would not be of this variety at all. Trees can be purchased only by signing the Special Golden Ring Orange Contract.

Prices Reasonable

The price which will be found in the contract has been placed at a reasonable figure. They would bring more money, but the plan is to make a reasonable profit, get the trees distributed well over the citrus belt as quickly as possible, and we know that the bulk of sales in the years to come will mean as much or more to us than asking an exhorbitant price for the trees now and the growers will be benefitted. The flat price applies to any number of trees.

ORDERS SHOULD BE PLACED EARLY IN ORDER TO GET THE TREES AT TIME THEY ARE WANTED. THE DEMAND WILL EXCEED THE SUPPLY FOR SEVERAL YEARS TO COME.

"GOLDEN RING ORANGE"
(COPYRIGHTED)

SPECIAL ORDER SHEET

LAKE GARFIELD NURSERIES CO., Bartow, Fla. Date.....19.....

Gentlemen: Upon the conditions and agreements printed below, enter my order for .....of your "GOLDEN RING ORANGE" Trees, at the price of $1.50 each, Trees to be
(Quantity)

on .....Stock.
(Rough Lemon, Sour Orange, Grapefruit, or Use Your Discretion.)

Find enclosed $.....to apply on purchase price, balance to be paid at time of shipment.
(One fourth of total amount)

Ship Via Express, Truck or Freight as you may think best.

When .....
(Write here date on which you desire trees shipped)

Agency or Prepay Station.....
(If no agent at shipping point write "Prepay" here)

WRITE PLAINLY

This space for full shipping directions, without reference to Post Office address of Purchaser.

Name .....

Place .....
Express or Freight Station

State .....

Via. .....

WRITE PLAINLY

This space for name and Post Office address of Purchaser, without reference to destination of shipment. Ladies, please give title, Miss or Mrs.

Name .....

Street and No. or P. O. Box. } .....

Post Office .....

State .....

It is understood that the "GOLDEN RING ORANGE" is a special variety of orange which is being propagated and distributed exclusively by the Lake Garfield Nurseries Co., a corporation under the laws of Florida, and that it has the sole and absolute right to do so, the use of the said name—"Golden Ring Orange" being also its exclusive right and property. And it is in full recognition and acknowledgment of said rights that this order is made, and without which it is understood this order would not be accepted; and in consideration of these conditions and the recognition of said rights, and as part of the consideration for the delivery of the trees hereby ordered, at the price stipulated, the undersigned undertakes and agrees not to give away, sell or permit anyone else to take any budwood, buds, grafts, scions or cuttings from the said trees or the offspring thereof within a period of twenty years from this date; and the undersigned further agrees and undertakes not to sell, give away or permit the removal of any of the said trees, and in case of a sale of the land where said trees or any of them are planted the undersigned will make the compliance with the foregoing conditions and restrictions a part of the consideration for such sale and conveyance.

It is understood and agreed that conditions and restrictions above stipulated are for the protection of the undersigned, as well as of the rights and property of the said Lake Garfield Nurseries Co., its successors and assigns.

.....
(Sign Here)

Golden Ring Orange

(Copyrighted)

There is no Other Orange Even Similar to it
And Trees Can be Purchased Only From the

Lake Garfield Nurseries Co.

Home Office
Bartow, Florida

Tampa Office
316 Madison Street